NIELSEN WEEKLY C-STORE REPORT

% OF STORES WITH A PROMOTION

	TOTAL (ANY PROMO)				FREE GOODS				INCENTIVES				MONEY OFF				OTHER			
	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15
Philip Morris	67	64	63	64	4	5	5	8	26	21	20	20	40	40	39	38	30	31	26	27
PM Premium	60	59	58	57	1	1	1	1	17	14	15	14	33	33	34	32	30	31	26	27
PM Discount	27	25	25	26	3	4	4	7	14	10	10	9	13	14	13	13				
PM Brd Discount	27	25	25	26	3	4	4	7	14	10	10	9	13	14	13	13				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Marlboro	41	39	34	35	1	1	1	1	10	8	8	9	2	2	2	1	30	31	25	27
Red	8	6	5	6	0	0	0	0	7	6	5	6	1	0	0	0				
Medium	6	5	5	5	1	1	1	1	5	5	5	5	0	0	0	0				
Lights (Nm)	9	7	7	6	1	1	1	1	7	5	6	5	1	1	1	1				
Menthol	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
PM Other Premium	19	20	24	22	0	0	0	0	7	6	7	5	31	31	32	31				
Benson & Hedges	31	31	31	30	0	0	0	0	6	5	5	5	28	28	28	27				
Merit	14	12	12	12	0	0	0	0	6	5	6	6	8	8	8	7				
Virginia Slims	8	6	6	4	0	0	0	0	7	5	5	3	1	1	1	1				
Parliament	1	1	1	1	0	0	0	0	1	0	0	0	0	0	0	0				
Saratoga	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Cambridge	17	15	15	14	1	1	1	1	8	6	6	6	9	9	8	8				
Alpine	5	5	5	5	1	1	1	1	0	0	0	0	4	4	4	4				
Bristol	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Basic	7	7	6	10	1	2	3	6	6	5	4	4	0	0	0	0				
PM Private Label	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
R.J. Reynolds	85	84	85	82	22	28	32	33	39	35	36	32	75	74	74	71	28	29	27	27
RJR Premium	84	83	83	81	18	24	28	30	39	35	36	32	71	71	70	66	28	29	27	27
RJR Discount	22	21	21	23	5	5	5	5	0	0	0	0	18	16	17	20				
Brown & Williamson	34	34	33	30	9	10	8	9	4	3	3	2	27	26	25	24				
B & W Premium	14	15	13	14	9	10	8	9	1	1	1	1	4	4	3	4				
B & W Discount	25	24	25	23	0	0	0	0	3	3	2	1	24	23	23	23				
Lorillard	46	45	42	43	11	8	5	5	2	2	2	2	41	40	38	40				
Lorillard Premium	44	43	41	42	11	8	5	5	2	2	2	2	39	38	37	39				
Lorillard Discount	7	6	5	6	0	0	0	0	0	0	0	0	7	6	5	6				
American Tobacco	38	36	36	34	3	3	3	3	8	8	7	8	34	32	31	28				
American Premium	20	18	17	17	1	1	1	2	4	4	3	3	17	16	14	13				
American Discount	31	30	30	26	2	3	2	2	5	5	5	5	27	27	27	23				
Liggett	7	8	7	6	1	1	1	1	0	0	0	0	6	6	6	5				
Liggett Premium	6	6	5	5	1	1	1	1	0	0	0	0	4	4	4	4				
Liggett Discount	3	3	3	3	0	0	0	0	0	0	0	0	3	3	3	3				

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	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15	12/25	1/1	1/8	1/15
Marlboro	41	39	34	35	1	1	1	1	10	8	8	9	2	2	2	1	30	31	25	27
Winston	73	72	71	67	10	9	7	8	8	9	9	9	66	65	64	60	13	13	10	10
Winston Select	53	53	52	49	10	9	7	8	0	1	1	0	48	48	48	45				
Winston Select Lights	52	51	51	48	9	8	6	7	0	0	0	0	47	46	46	44				
Winston Less Select	52	52	47	46	0	0	0	0	7	8	9	9	41	40	37	35				
Basic	7	7	6	10	1	2	3	6	6	5	4	4	0	0	0	0				
GPC	15	14	14	14	0	0	0	0	0	0	0	0	15	14	14	14				
Camel	55	54	53	54	10	18	23	24	33	30	29	26	8	7	6	4	26	26	26	26
Camel Filter	42	42	41	41	10	18	23	24	33	30	29	26	8	7	6	4				
Camel Wides	8	8	7	5	2	2	2	1	6	5	5	4	0	0	0	0				
Camel Special Lights	25	26	28	28	5	10	14	16	19	17	16	14	5	5	4	3				
Camel Non Filter	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Newport	21	17	14	14	11	8	4	4	2	2	2	2	13	10	9	10				
Doral	13	12	12	14	4	3	2	1	0	0	0	0	9	9	10	13				
Salem	7	6	5	5	0	0	0	0	5	4	3	3	3	2	2	2				
Kool	3	3	2	1	0	0	0	0	1	1	1	1	1	2	1	1				
Monarch	3	3	3	4	3	2	3	3	0	0	0	0	1	1	0	0				
Merit	14	12	12	12	0	0	0	0	6	5	6	6	8	8	8	7				
Cambridge	17	15	15	14	1	1	1	1	8	6	6	6	9	9	8	8				
Benson & Hedges	31	31	31	30	0	0	0	0	6	5	5	5	28	28	28	27				
Virginia Slims	8	6	6	4	0	0	0	0	7	5	5	3	1	1	1	1				
Vantage	12	12	13	13	1	0	0	0	1	1	1	1	11	11	12	12				
Montclair	17	18	17	15	0	0	0	0	2	2	2	2	15	17	16	14				
Viceroy	7	8	6	7	0	0	0	0	0	0	0	0	7	7	6	7				
Carlton	20	18	17	17	1	1	1	2	4	4	3	3	17	16	14	13				
Misty	18	16	16	12	2	2	1	1	1	1	1	2	16	13	13	9				
Kent	12	10	11	11	1	0	1	0	0	0	0	0	12	10	11	10				
Pall Mall	0	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0	0	1	1	1
Raleigh Extra	11	10	9	9	0	0	0	0	0	0	0	0	11	10	9	9				
Capri	12	12	10	12	9	10	8	9	0	0	0	0	3	3	2	3				
True	2	1	1	1	0	0	0	0	0	0	0	0	1	1	0	1				
More	2	1	2	2	0	0	0	0	0	0	0	0	2	1	2	2				

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PRIVATE LABEL																				
PM PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
RJR PL	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
American PL	1	1	1	1	0	0	0	0	0	0	0	0	0	0	0	0				
Liggett PL	0	0	1	1	0	0	0	0	0	0	0	0	0	0	1	1				
Total PL	1	1	2	1	0	0	0	0	0	0	0	0	1	1	2	1				
Basic	7	7	6	10	1	2	3	6	6	5	4	4	0	0	0	0				
Best Value	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Monarch	3	3	3	4	3	2	3	3	0	0	0	0	1	1	0	0				
GPC	15	14	14	14	0	0	0	0	0	0	0	0	15	14	14	14				
Raleigh Extra	11	10	9	9	0	0	0	0	0	0	0	0	11	10	9	9				
Doral	13	12	12	14	4	3	2	1	0	0	0	0	9	9	10	13				
Cambridge	17	15	15	14	1	1	1	1	8	6	6	6	9	9	8	8				
Viceroy	7	8	6	7	0	0	0	0	0	0	0	0	7	7	6	7				
Misty	18	16	16	12	2	2	1	1	1	1	1	2	16	13	13	9				
Montclair	17	18	17	15	0	0	0	0	2	2	2	2	15	17	16	14				
Alpine	5	5	5	5	1	1	1	1	0	0	0	0	4	4	4	4				
Sterling	11	8	10	11	0	0	0	0	0	0	0	0	11	8	10	11				
Bristol	2	2	2	2	0	0	0	0	0	0	0	0	2	2	2	2				
Magna	4	4	5	6	0	0	0	0	0	0	0	0	4	4	5	6				
Pyramid	3	3	2	2	0	0	0	0	0	0	0	0	3	3	2	2				
Riviera	6	7	7	6	0	0	0	0	2	3	2	2	5	5	6	5				
Bucks	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Richland 20'S	1	1	0	0	0	0	0	0	0	0	0	0	1	1	0	0				
American Ff/Lts	1	2	1	0	0	0	0	0	0	0	0	0	1	2	1	0				
Bull Durham	1	1	1	0	0	0	0	0	0	0	0	0	1	1	1	0				
Belair	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Covington	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Jasmine	1	1	1	1	0	0	0	0	0	0	0	0	1	1	1	1				
Total Branded Discount	56	55	54	54	9	10	10	12	19	17	16	14	46	46	44	45				
Total Discount Category	57	56	56	55	9	10	10	12	19	17	16	14	47	47	46	46				

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